

MINUTES  
Community Center Advisory Board  
Village of Key Biscayne, Florida  
Wednesday, October 27, 2004

BZP Conference Room  
88 West McIntyre Street

6:30 P.M.

CALL TO ORDER/ROLL CALL OF MEMBERS: The meeting was called to order at 6:48 PM. Present were board members Carlos Batlle, Sixto Campano, Bonnie Cooper, Catherine Dowd, Jim Leavitt, Pat Weinman and Susi Westfall. Also present were Todd Hofferberth, Maite Miyares, and Vicky Stewart.

Mr. Campano made a motion to accept the minutes. Ms. Westfall seconded the motion. The minutes were accepted.

The committee discussed marketing strategies. The committee discussed the program booklet that was distributed during the opening. The program booklet will be inserted in this weeks Islander. Ms. Dowd will meet with Ismael Delgado tomorrow to work on the marketing piece that will be mailed to all Village Residents. Ms. Weinman suggests that the Village hire a Marketing and Promotion Consultant; she also has a suggestion for an art director. Ms. Dowd has someone in mind that can serve as a marketing and promotion consultant, she will contact them within the next week. The committee would like to see the application on the program booklet. Mr. Campano also suggested making the fax number available in all advertisement pieces.

The committee discussed the ribbon cutting and sneak preview. The committee discussed the catering. The committee felt Barton G did an extraordinary job.

The committee discussed the Community Center Family Day on October 30, 2004. Mr. Leavitt feels that there has not been enough marketing for the Saturday event. Flyers will be distributed to the schools and businesses tomorrow. The committee would like staff to ask the Village Clerk to change the entrance sign to advertise the event. Mr. Campano suggests that the recreation staff distribute flyers during the flag football events. Ms. Westfall suggests a "honk and waive" on Friday morning. Ms. Stewart discussed the different events that will take place on Saturday. Members will be able to pick up their membership cards. Mr. Leavitt feels that there should be a large schedule in different areas of the building. Mr. Leavitt would also like to see the group exercise schedule available.

The committee began to discuss the rules and regulations of the Community Center. Mr. Hofferberth explained that children under the age of 10 can enter the facility only if they are enrolled in a program or accompanied by someone 16 and older. Mr. Hofferberth explained that this is a national standard. Mr. Hofferberth explains that Coral Gables

does not allow a child under the age of 12 to enter the Coral Gables Youth Center unless they are enrolled in a program or are accompanied by an adult. Mr. Campano feels that the age limit should be set at 8 years old. Ms. Dowd feels that the age limit should be set at 12 years old. Mr. Hofferberth feels that this issue can be revisited after a couple of months of the Community Center being opened. Mr. Leavitt made a motion that children under the age of 10 can enter the facility only if they are enrolled in a supervised activity or accompanied by someone over the age of 16. The motion was accepted unanimously.

The committee discussed the "Nanny Policy". Mr. Hofferberth explained that if the Nanny is not providing the level of supervision required by the Center, the family will be contacted. Mr. Leavitt makes a motion that the Nanny needs to remain with the child he/she is supervising at all times. The motion was seconded by Ms. Dowd, the motion was passed unanimously.

The committee discussed the fitness room regulations. Ms. Stewart suggests that the Wellness Center should only be available for use for those ages 16 and older unless there is a supervised program for those under the age of 16. Ms. Stewart explains that this is a national standard. Mr. Leavitt explains that if there is a demand for classes for those under the age of 16 they can be created. Mr. Battle directed staff to look at the Village's insurance policy to make sure that these rules and procedures are in accordance with the policy. Mr. Leavitt makes a motion that in accordance with national standards the Wellness Center will only be available for use for those ages 16 and older unless there is a supervised program for those under the age of 16. Ms. Dowd seconded the motion. The motion was unanimously accepted.

Mr. Hofferberth explained that Ken Ballard will come to Key Biscayne at the end of November and evaluate the building and the programs. He will provide a verbal report for the committee and a written report to Council. This will happen quarterly during the first year of operation. Mr. Leavitt feels that staff needs to listen to the members to develop the programming. Ms. Westfall would like to see the Suggestion Box available as soon as possible.

The Committee discussed the rentals of the rooms Mr. Campano made a motion to place the item of rentals on the agenda for the next meeting. The motion was unanimously accepted. Ms. Cooper would like to place the catering kitchen on the next agenda.

Mr. Hofferberth passed out the responses for the Concessions RFP. Mr. Hofferberth will e-mail the RFP that was advertised to the committee members. The committee discussed revenue and profit projections. The committee would like to interview the candidates and have them supply samples.

The committee discussed the KBAC and their role in the Community Center. The committee discussed the fee that the Center will charge the KBAC for the use of the Gymnasium. Mr. Hofferberth explained that the fee he has discussed with the KBAC is \$5000. Mr. Leavitt feels that there can be youth basketball in the gym 10 months of the year. He feels that the Center should offer youth basketball year round. Mr. Hofferberth

explained that he is planning to run a basketball program year round, but the Village will not compete with the KBAC. Ms. Cooper makes a motion that the Village charge the KBAC a fee for usage of the facility. The motion was accepted unanimously.

Ms. Cooper would like to place recognition rights on the agenda for the next meeting.

Next Meeting: Friday, November 11, 2004 at 6:30.

The meeting was adjourned at 9:00 PM by Mr. Leavitt.